

CONDITIONAL USE HEARING
SAN FRANCISCO PLANNING COMMISSION
JUNE 20, 2019

ALEXANDRIA THEATRE ADAPTIVE RE-USE
5400 Geary Boulevard • San Francisco, California • 94121

ELEVATIONarchitects
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San Francisco, CA 94109
415.537.1125 v
www.elevationarchitects.com w



5400 GEARY BLVD - ALEXANDRIA THEATER

369 18TH AVE ALEXANDRIA RESIDENCES



ALEXANDRIA THEATER ADAPTIVE RE-USE | AERIAL VIEW
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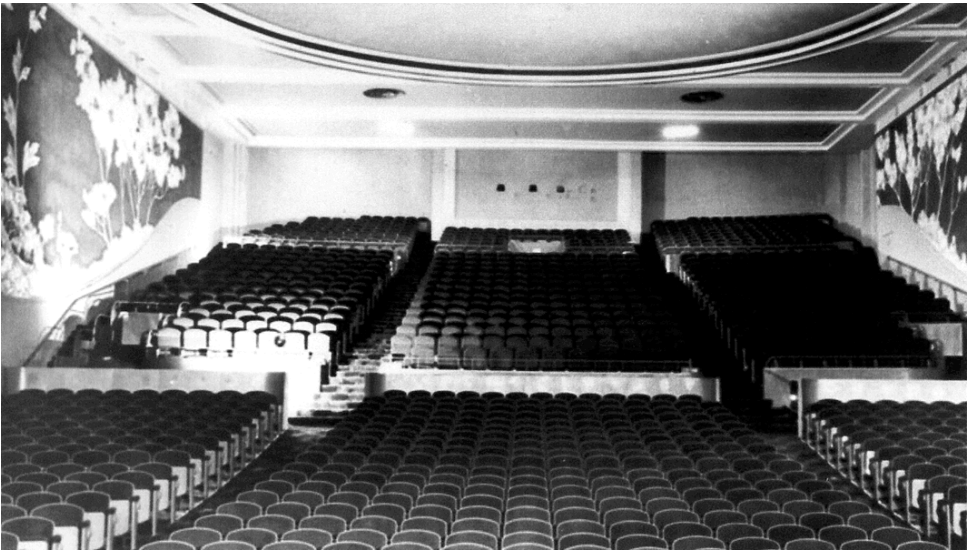
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THE "DIGNIFIED EGYPTIAN" ALEXANDRIA THEATER

As the ancient Pharaohs built their temples to their gods, so has the Alexandria been dedicated to the god of amusement, particularly, the god of motion picture, before which millions bow down each night throughout the world.

The Richmond Banner, November 23, 1923



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HISTORICAL IMAGES OF THE THEATER

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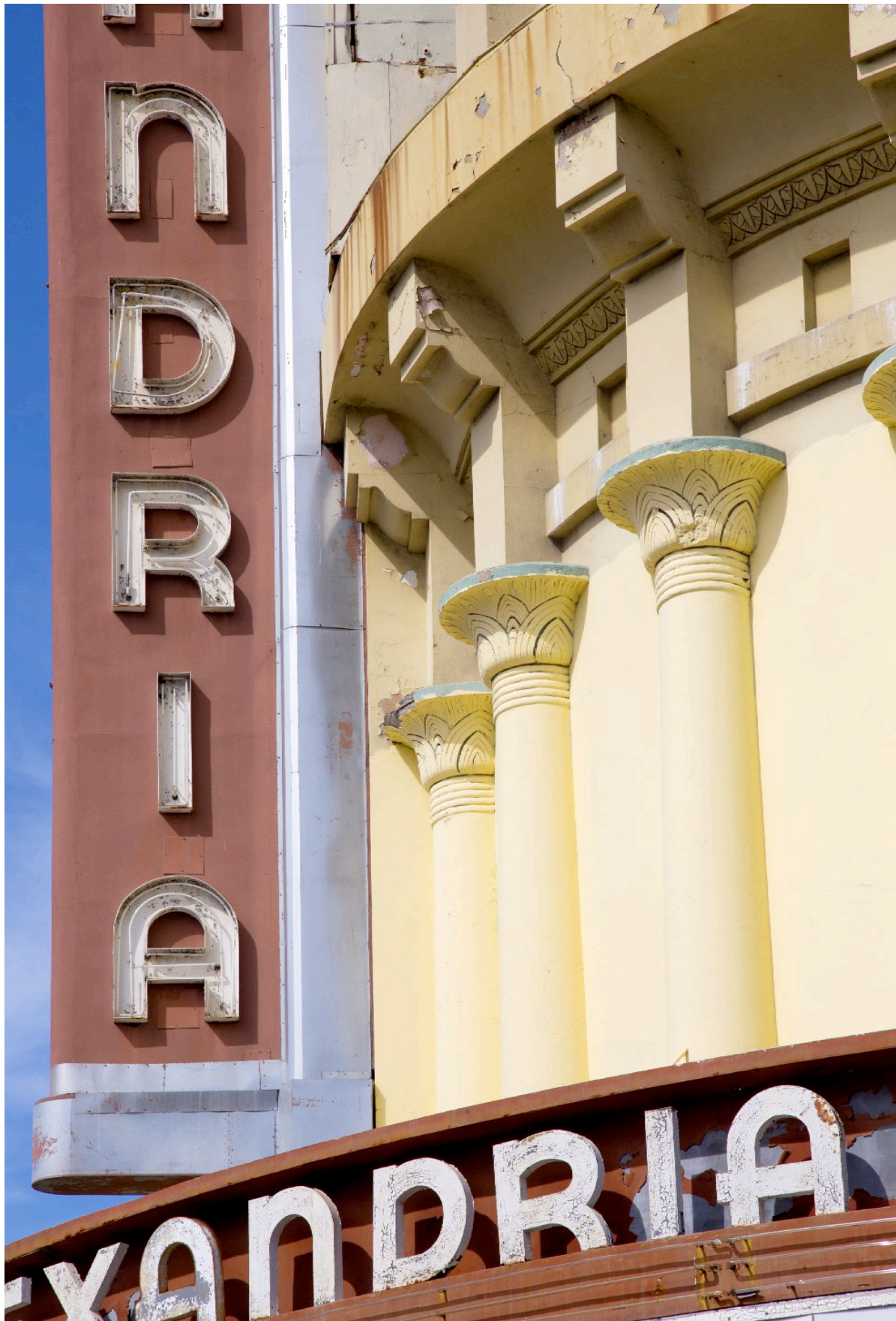
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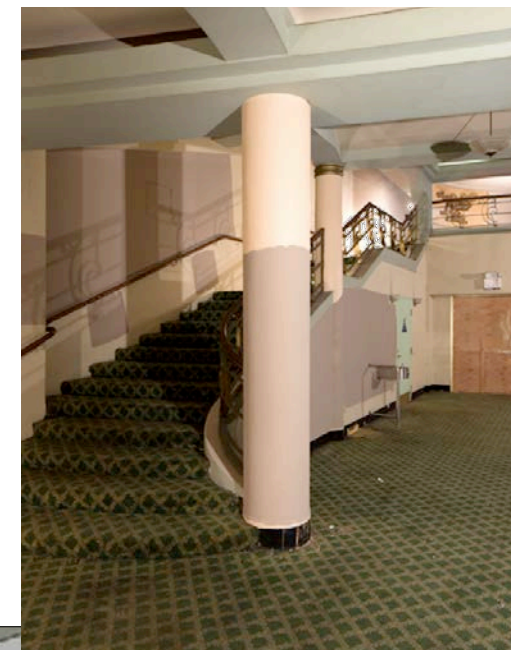




PROJECT DESCRIPTION

- **REVITALIZE THE DORMANT ALEXANDRIA THEATER CLOSED SINCE 2004**
 - BUILT IN 1923 IN AN EGYPTIAN STYLE AS SINGLE SCREEN, 1,800 SEAT THEATER
 - ADDED ART DECO ELEMENTS INCLUDING THE MARQUEE AND BLADE SIGN 1942
 - AUDITORIUM SPLIT INTO 3 THEATERS IN 1976, BECOMING THE ALEXANDRIA 1, 2, 3
 - LAST SHOWING ON FEBRUARY 16, 2004
- **PROJECT RETAINS VIRTUALLY ALL OF THE HISTORIC ELEMENTS OF THE BUILDING**
WHILE PROVIDING NEW COMMUNITY USES TO THE THEATER BUILDING
- **UPDATE THE 2013 APPROVAL OF THE PROJECT** WHICH INCLUDED THE RENOVATION OF THE THEATER WITH COMMERCIAL SPACE, RESTAURANT AND 220 SEAT THEATER AND A RESIDENTIAL BUILDING ON THE FORMER PARKING LOT FOR THE THEATER
- **THE 43-UNIT ALEXANDRIA RESIDENCES BUILDING COMPLETED IN FALL 2018**
- **THE PROGRAM FOR THE PROJECT INCLUDES 3 UNIQUE USES:**
 - SWIM CENTER:
3RD LOCATION FOR SUCCESSFUL SOUTH BAY STAR AQUATICS PROGRAM FOR KIDS AND YOUTH
MEMBERSHIP PROGRAM FOR SWIMMING FROM EARLY MORNING TO LATE EVENING
 - LEARNING CENTER
AFTER-SCHOOL PROGRAMS FOR STUDENTS FROM K TO 8TH GRADE
ACADEMIC PROGRAMS FOR ADVANCED ENGLISH, MATH, LANGUAGES
TALENT ENHANCEMENT CLASSES IN VISUAL, PERFORMING AND MUSICAL ARTS
FORUM LECTURE HALL REUSES THE UPPER PORTION OF THE ORIGINAL THEATER
SPACE AVAILABLE TO COMMUNITY ORGANIZATIONS IN THE MORNING AND EVENING
 - BUSINESS CENTER
NEW PROFESSIONAL OFFICE SPACE WITH SHARED CONFERENCE SPACE
LOCATED JUST BELOW THE ORIGINAL 1923 CLASSICAL CEILING AND DOME
- THE NEW FLOORS ARE VIRTUALLY A "BUILDING WITHIN A BUILDING" WITH THE FLOORS SEPARATED FROM THE WALLS BY 7'-0" TO PRESERVE THE AQUATIC THEMED MURALS ON THE SIDE WALLS OF THE THEATER





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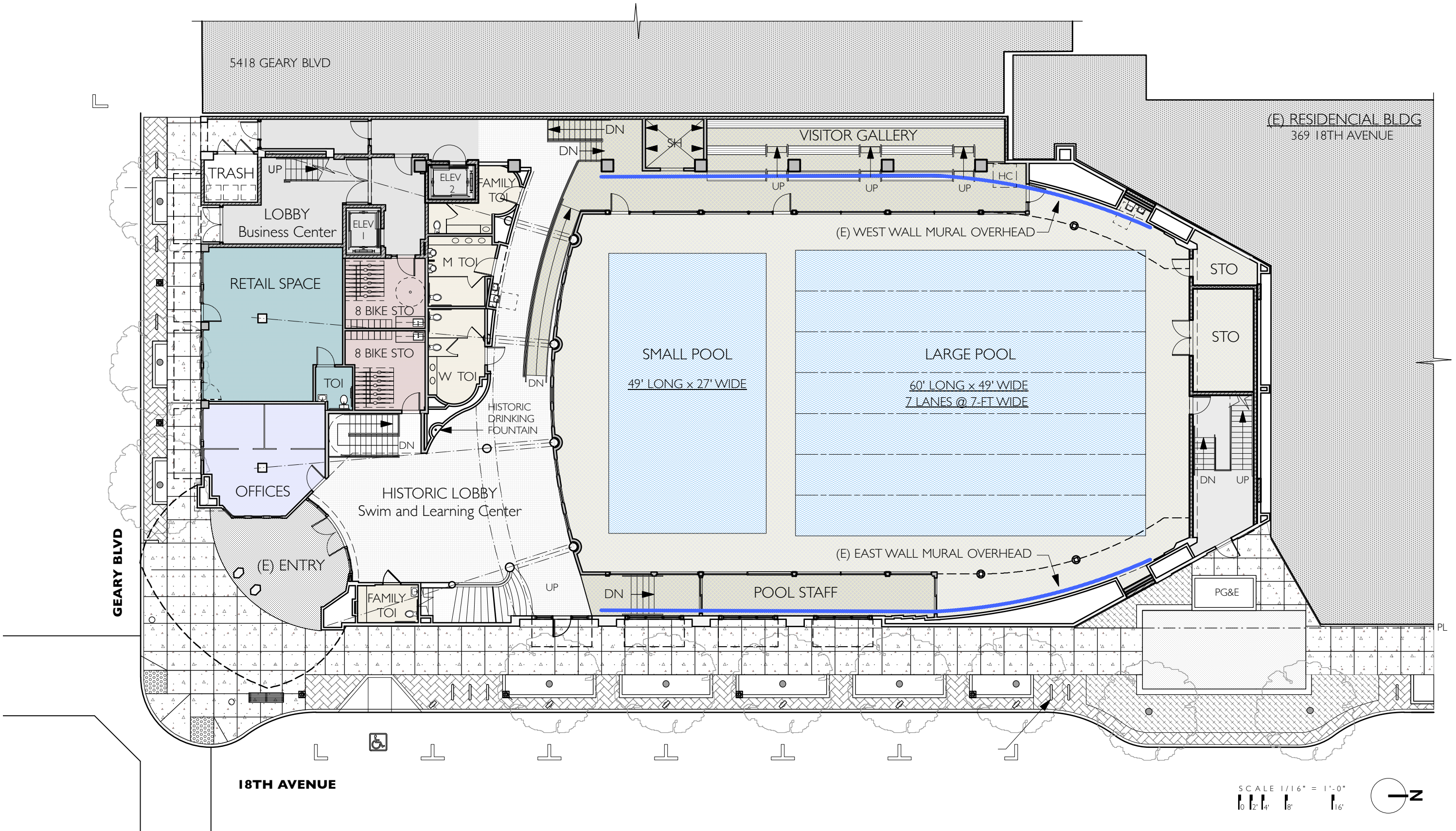
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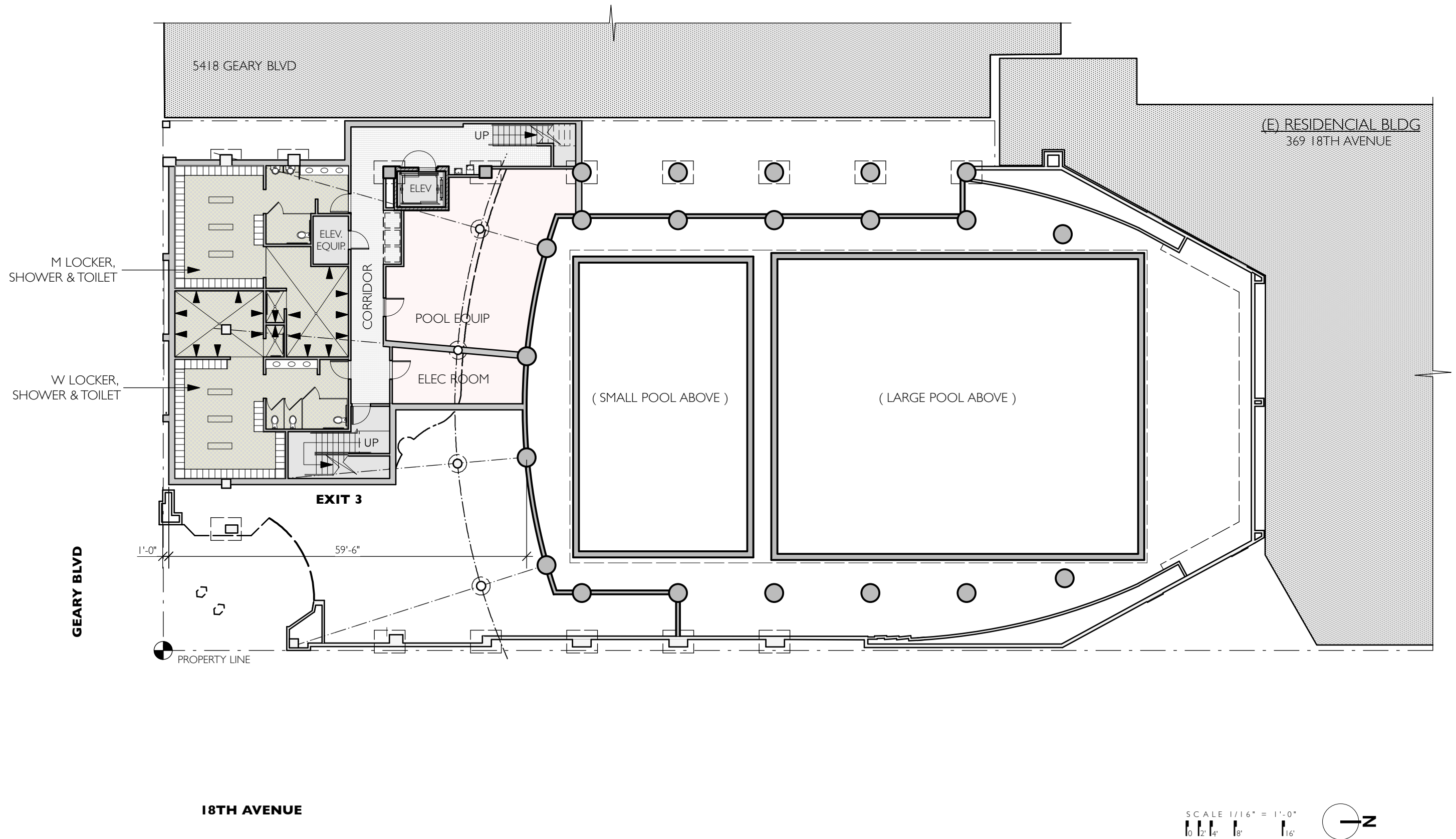
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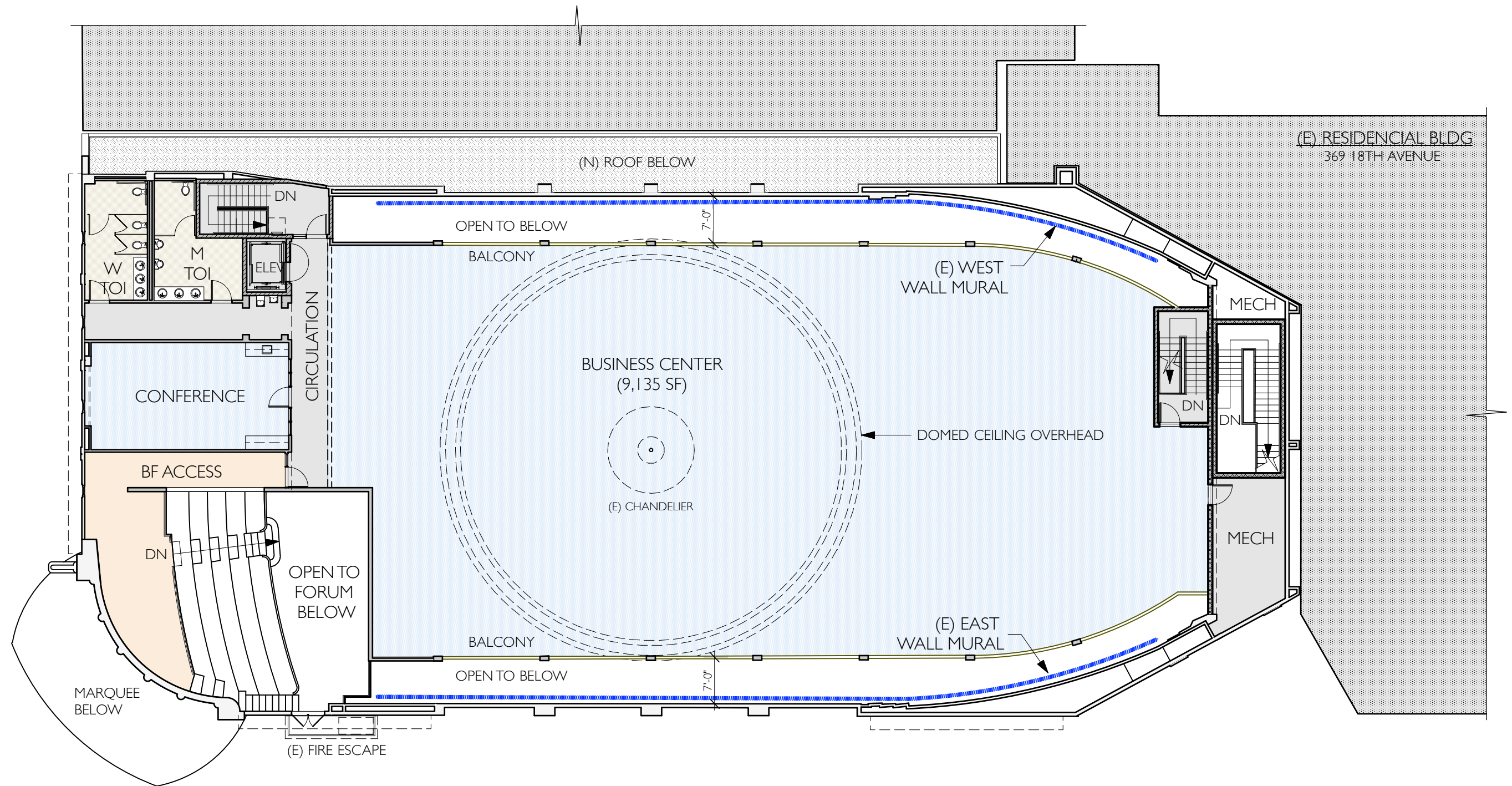
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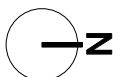
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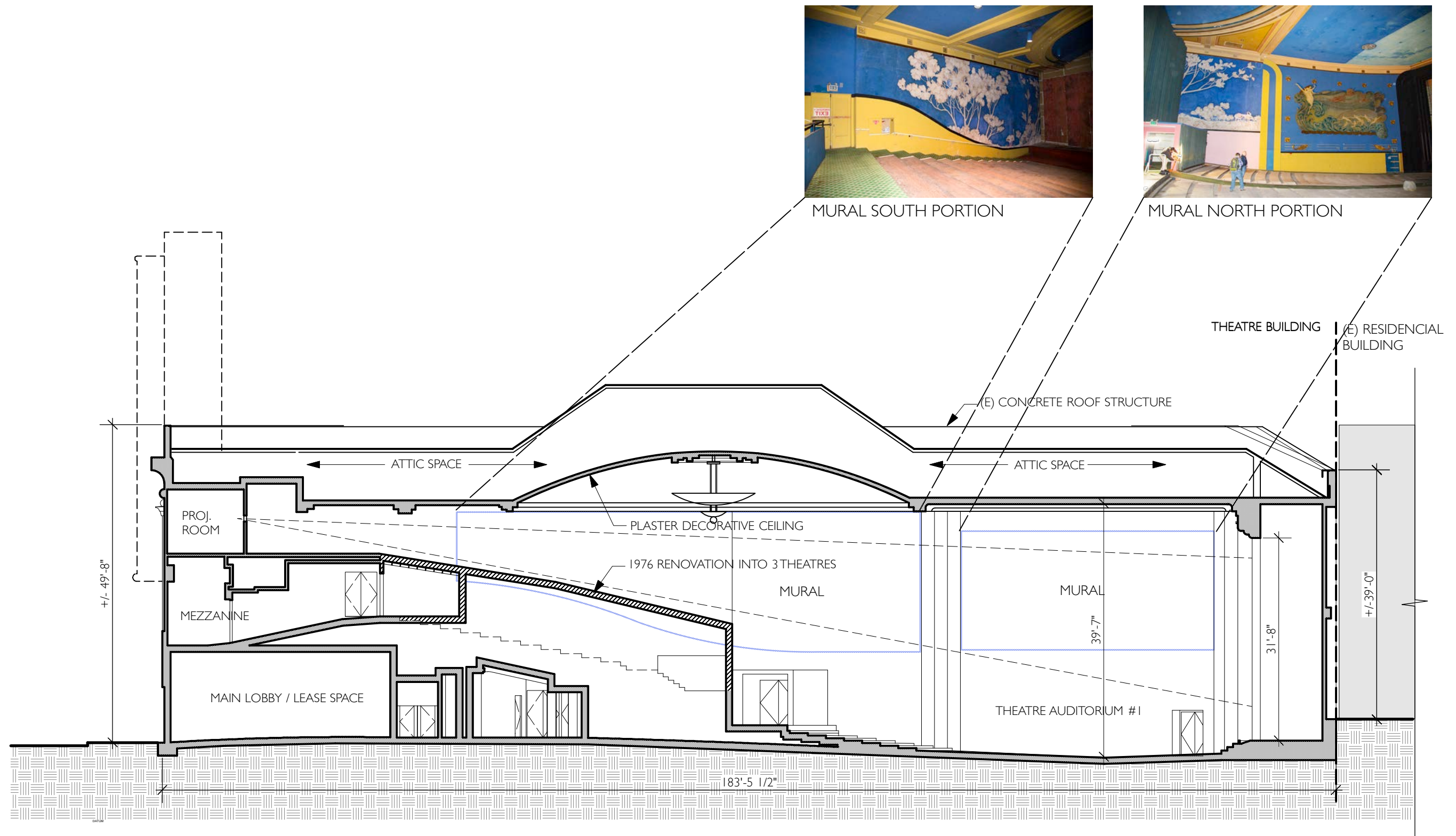
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SCALE 1/16" = 1'-0"
 0 2' 4' 8' 16'





SCALE 1/16" = 1'-0"

0 2' 4' 8' 16'

ALEXANDRIA THEATER ADAPTIVE RE-USE | EXISTING NORTH - SOUTH BUILDING SECTION

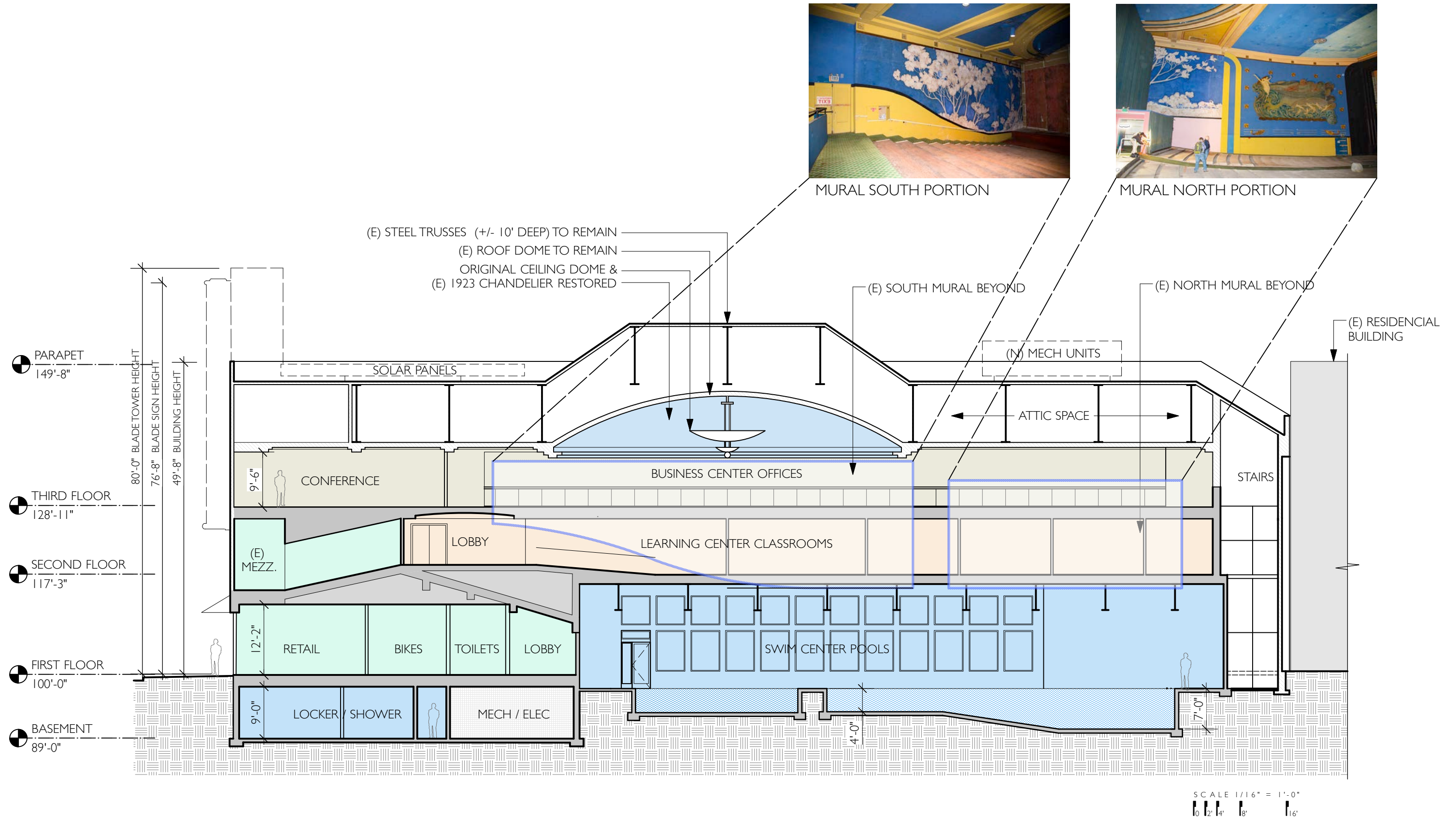
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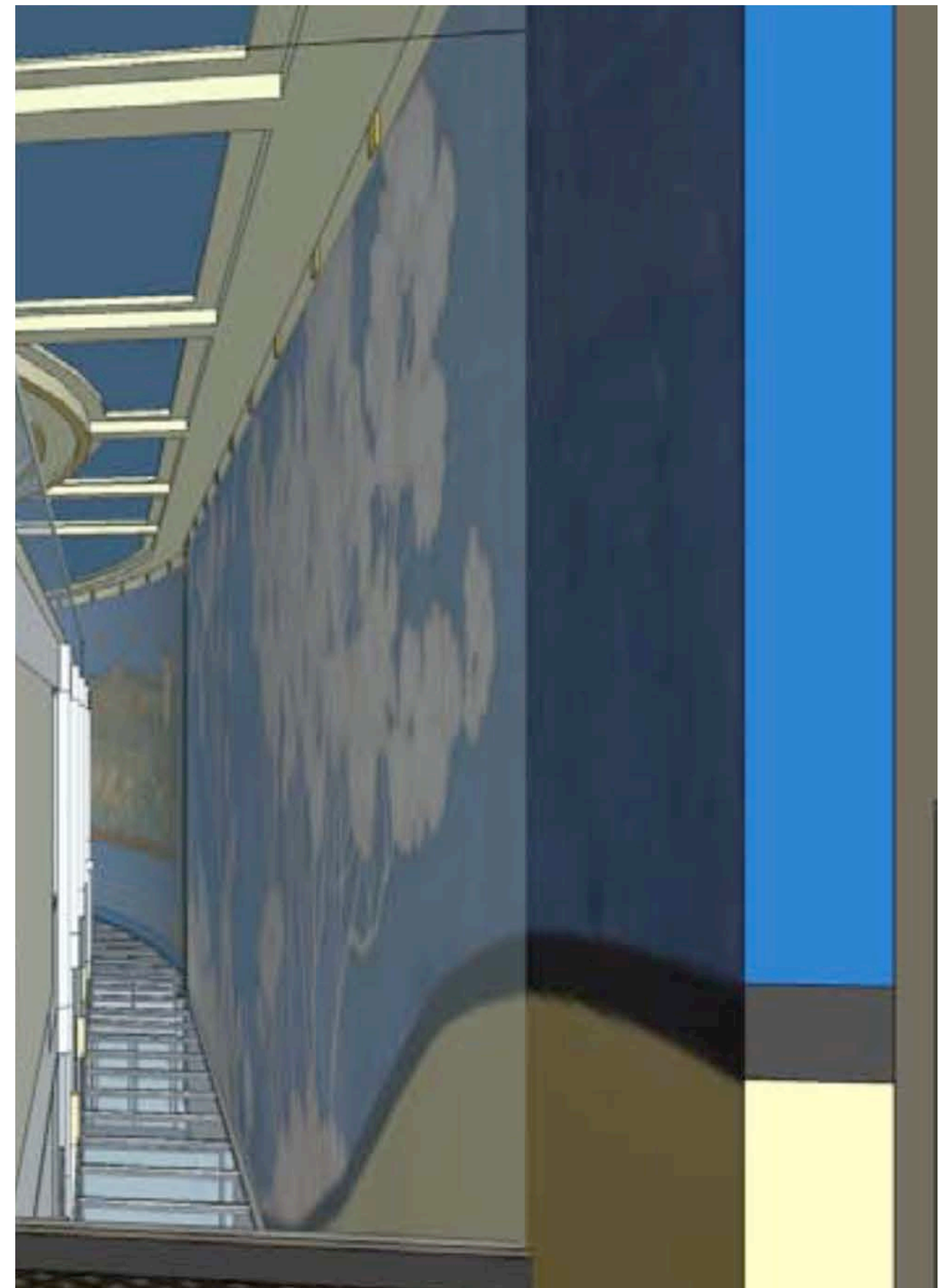
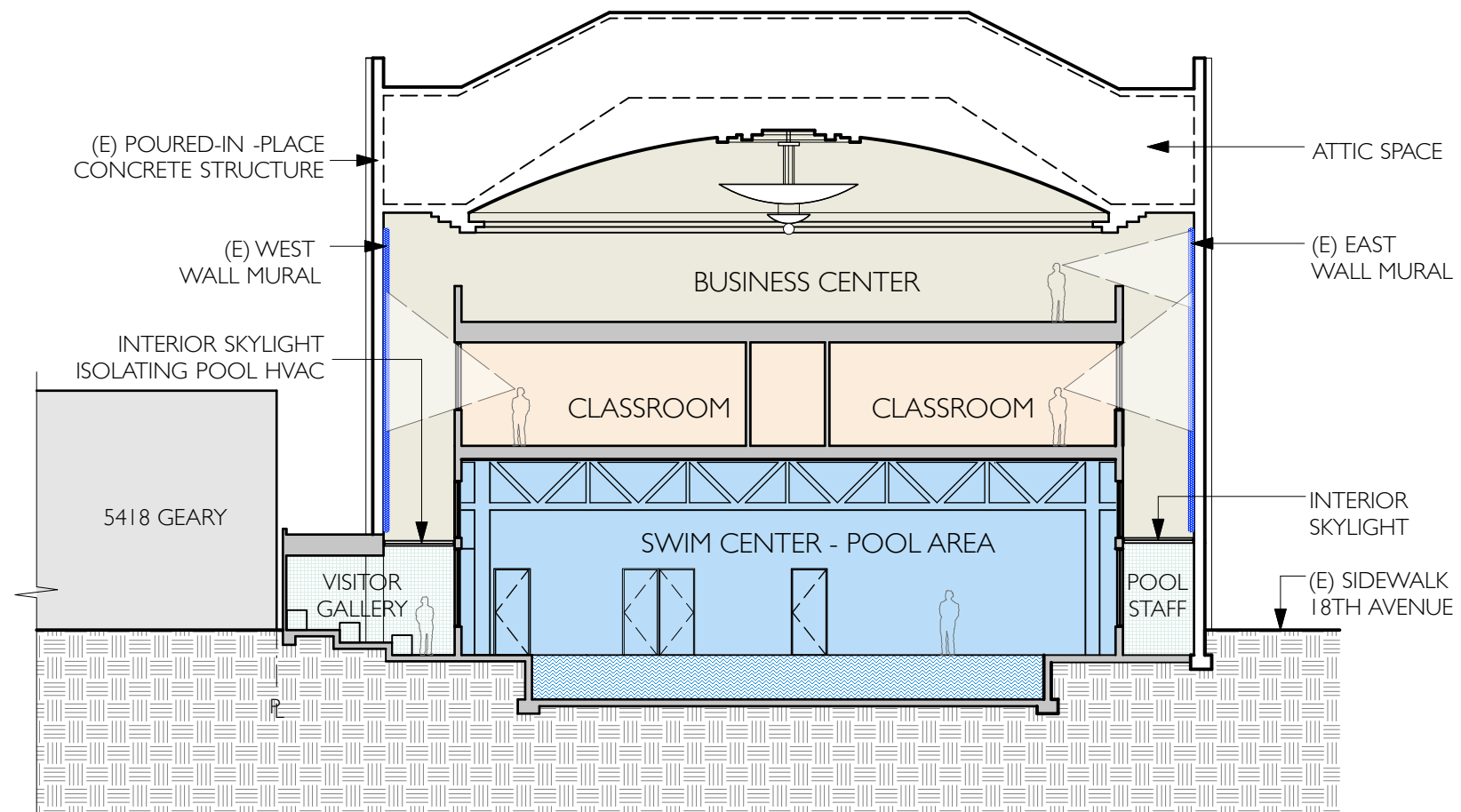
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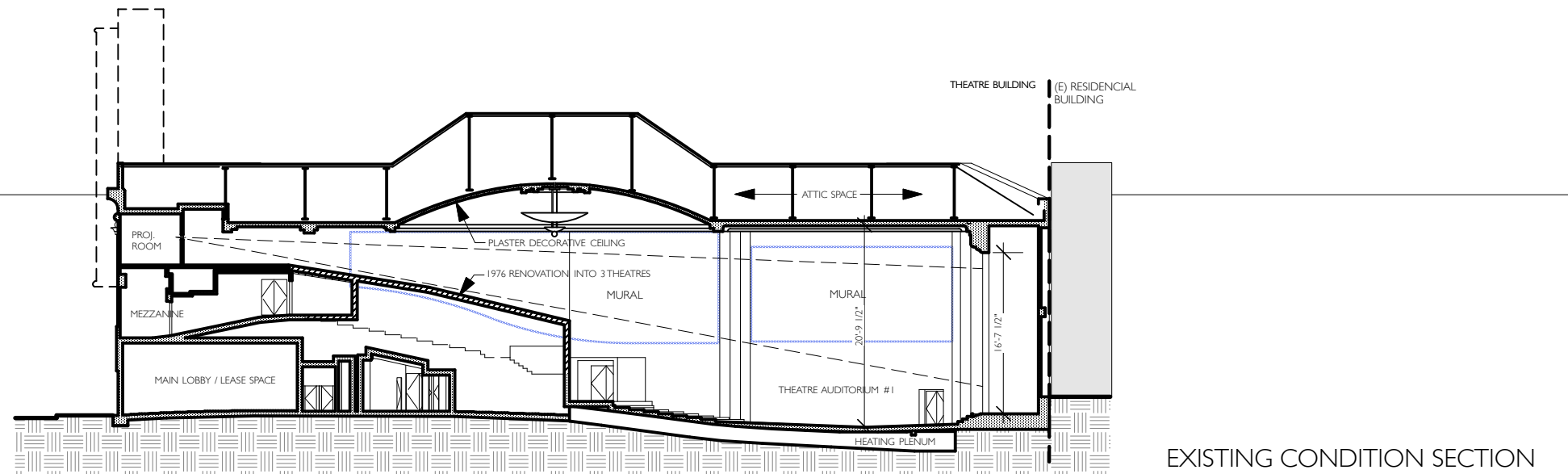


2013 APPROVED CUA PROJECT

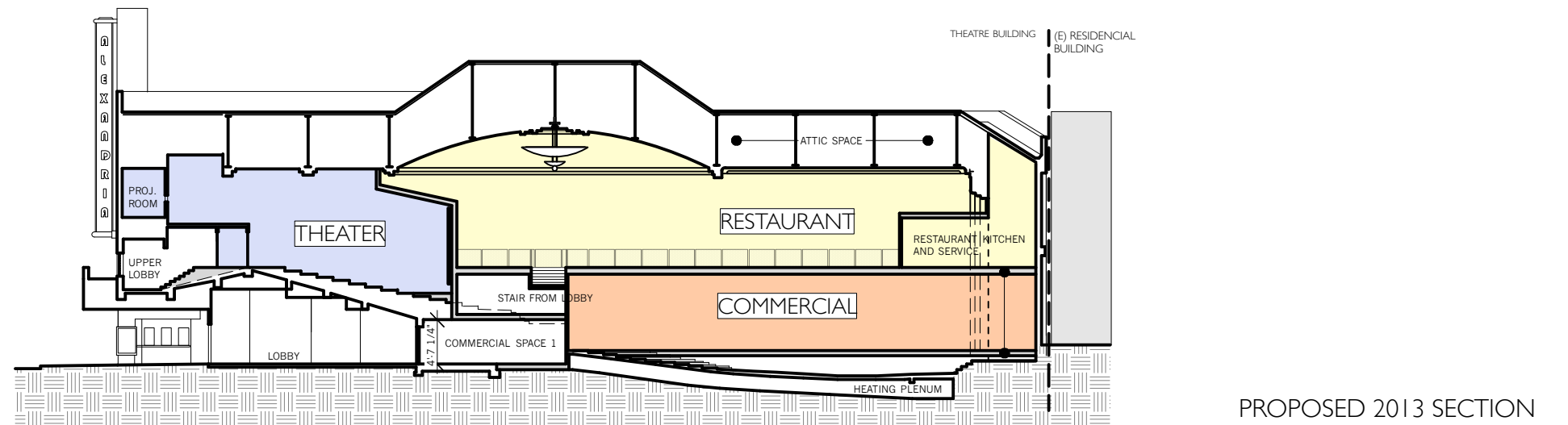
The project that was approved in 2013 included:

- Adaptive re-use of the existing Alexandria Theater
- Retention of existing Geary Boulevard retail spaces
- Retain historical character-defining features
- Adaptive Re-use of the Alexandria Theater included:
 - Addition of 6,280 gsf of commercial space
 - Remodel of upper theaters for 221 seat single theater
 - Expansion of 2nd floor for 7,150 gsf restaurant
 - Seismic upgrade, ADA improvements, new elevator
- A newly constructed Mixed Use Building on parking lot including:
 - 37,741 gsf of residential space on 4 floors
 - 4,840 gsf of ground floor retail/commercial space
 - Two 19,875 gsf underground parking deck levels for 122 cars
 - 1,290 gsf private 2nd floor courtyard
 - 4,350 gsf common open space in the rear yard

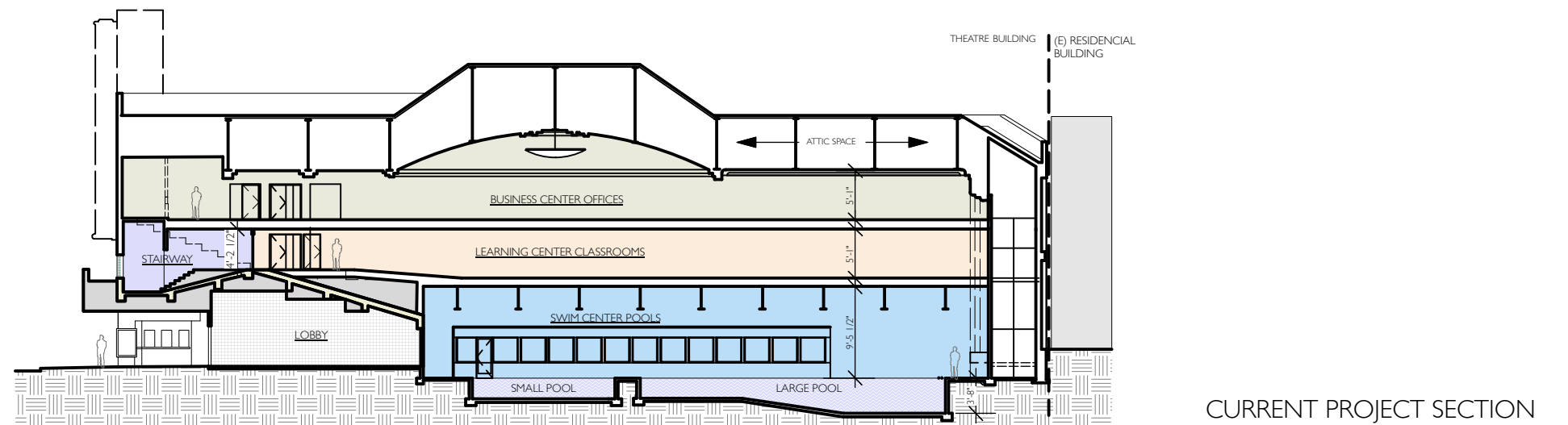
The Mixed-Use residential building was completed in Fall 2018



EXISTING CONDITION SECTION



PROPOSED 2013 SECTION



CURRENT PROJECT SECTION



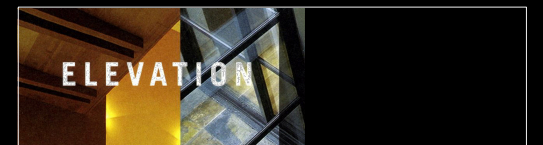
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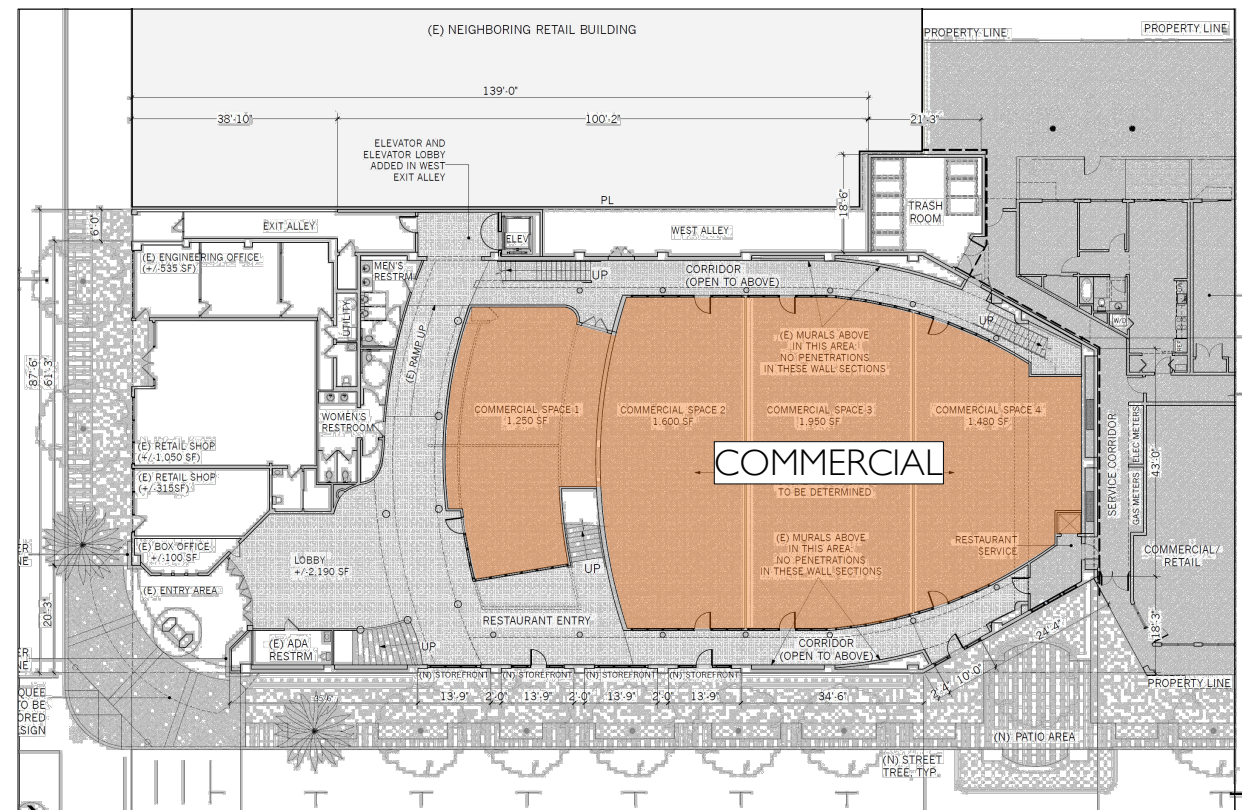
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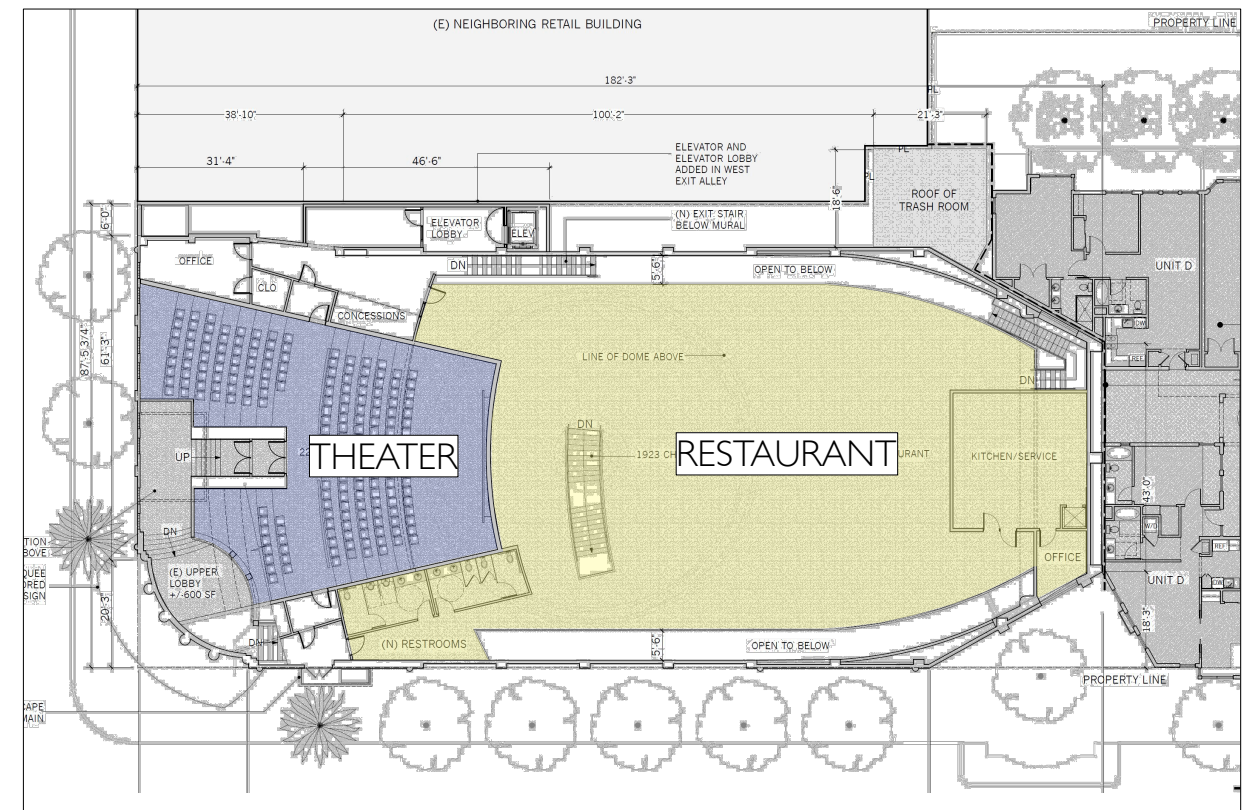
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2013 APPROVED CUA PLANS



1ST FLOOR PLAN



2ND FLOOR PLAN





CONDITIONAL USE AUTHORIZATION

PLANNING CODE SECTION 303(C)(1) REQUIRES THAT FACTS BE ESTABLISHED WHICH DEMONSTRATE THE FOLLOWING:

That the proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.

- The Alexandria Theatre has been a landmark in the neighborhood since its construction in 1923, and is, by its very nature, compatible in scale and design
- It will remove a blighted site and bring activity, once again, to this portion of the Geary commercial corridor.
- The rehabilitation and adaptive re-use of the building will retain virtually all of its unique historic character-defining features,
- The project will include new community serving Instructional Services with a new Swim Center and Learning Center.
- The Business Center will offer the community unique office space for professionals to expand the opportunities for local neighborhood employment.
- the project supports SFPUC Green Initiatives including:
 - renovation and rehabilitation of a qualified historic resource
 - high “walkability” pedestrian and public transit access
 - high visibility of building entrances,
 - inclusion of bicycle and car sharing parking.
- The project will meet the requirements of the San Francisco’s Green Landscaping ordinance.
- The design includes the Planning Department’s “Better Sidewalks” program and was previously approved in the 2013 CUA.

PLANNING CODE SECTION 303 (C)(2) REQUIRES THAT FACTS BE ESTABLISHED WHICH DEMONSTRATE THE FOLLOWING:

That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity, with respect to aspects including but not limited to the following:

(A) The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of structures:

- The adaptive re-use of the Alexandria Theatre building will revitalize an existing vacant building that has been on this site for 96 years. .

(B) The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading and of proposed alternatives to off-street parking, including provisions of car-share parking spaces, as defined in Section 166 of the Code.

- The proposed project will use the already constructed underground parking on the site which includes 2 car share parking spaces. The updated transportation study indicated a less intensive use that the previously approved project. Bicycle parking for the project exceeds the code requirements.

(C) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor.

- There will be no noxious or offensive emissions emanating from this building due to the proposed uses. In addition, the construction will mostly take place within the interior of the existing building so noise, dust and odors attributed to construction will be minimized.

(D) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs.

- The landscaping scheme, was approved as part of the 2013 CUA.
- Much of the landscape and new sidewalk have been installed on the north portion of the site with the completion of the residential building in the Fall 2018.
- The most important signage of the building is already extant with the marquee and 50’ high blade sign. Already permitted, these will be restored by Fall 2019.

PLANNING CODE SECTION 303 (C)(3) REQUIRES THAT FACTS BE ESTABLISHED WHICH DEMONSTRATE THE FOLLOWING:

That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the General Plan:

- The Project will comply with the Planning Code upon approval of this conditional use authorization.
- The Project will affirmatively promote, is consistent with and will not adversely affect the General Plan





CONDITIONAL USE AUTHORIZATION

- TO MODIFY PLANNING COMMISSION'S CUA APPROVAL, APRIL 25, 2013

The project proposes a modification to the previously approved Final Mitigated Negative Declaration (approved May 26, 2011) for the adaptive re-use of the Alexandria Theatre building and the construction of a Mixed-Use Residential Building. Plans of the previously approved project included the renovation of the theater with commercial space, restaurant and 220 seat theater

- THE CHANGE IN USE OR DEMOLITION OF A MOVIE THEATER USE

(1) Preservation of a Movie Theater use is no longer economically viable and cannot effect a reasonable economic return to the property owner.

- Interested movie theater companies / operators, including the Loews Theater Company (now AMC) and Alamo Drafthouse Cinema, and the Four Star, have concluded that this is not a viable site for a multi-screen theater.

(2) The change in use or demolition of the Movie Theater use will not undermine the economic diversity and vitality of the surrounding District:

- The new uses will significantly increase the activity in the area and support and increase the vitality of the surrounding retail area.
- All of the proposed uses are community-oriented, bringing together people from the neighborhood in the same way movie theaters did in the past.

(3) The resulting project will preserve the architectural integrity of important historic features of the movie theater:

- The historical character-defining features of both the exterior and interior will be retained and rehabilitated in this project.
- The historic marquee and blade sign will be rehabilitated, and the form of the theater building will remain.

- EXCEEDING THE 5,999 SQUARE-FOOT THRESHOLD FOR NON-RESIDENTIAL USE SIZE.

(1) The intensity of the activity in the district is not such that allowing the larger use will be likely to foreclose the location of the needed neighborhood-serving uses in the area.

- The proposed program for the project includes three use types that do not already exist in this neighborhood and therefore will not affect other neighborhood-serving uses in the area.
 - The Swim Center will be a compliment to the activities offered to the public at the YMCA.
 - The Rossi Pool is the closest at 1.2 miles away and no facilities serve the Outer Richmond neighborhood
 - The Learning Center will offer after-school programs and be available for neighborhood groups in the morning and evening hours.
 - With both community use and child after-school program, this is a unique use that does not exist in the Richmond neighborhood.
 - The Business Center offers a unique work environment for small to medium size professionals. There is no similar facility in the Richmond Area.

(2) The proposed use will serve the neighborhood, in whole or in significant part, and the nature of the use requires a larger size to function.

- All of the uses are available to the general public and local professional businesses in the neighborhood.
- As opposed to a retail shop, bookstore or hardware store which can pack small spaces with hundreds or thousands of items, the proposed uses require sufficient area to accommodate sufficient number of people to make them useful.

(3) The building in which the use is to be located is designed in discrete elements which respect the scale of development in the district.

- All proposed uses are located within the envelope of the existing Alexandria Theatre building which has been a fixture in the neighborhood for 96 years.
- There will be no visible change with respect to the scale of development in the district.

- LOCATING THE NON-RETAIL PROFESSIONAL SERVICE USE ON THE 3RD FLOOR OF THE BUILDING

- Non-retail Professional Service uses located on any floor requires a CUA
- To accommodate the other proposed uses in the building that need to be at lower levels, the Business Center is proposed for the 3rd floor



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